

REP HEADLINE# 6258673  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP

JUL31/12 09.0  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/DE. JUST FROM POLITICS  
AGY # AGY. NAME THE NEW MEDIA FIRM

1322 G STREET SE

WASHINGTON, DC 20003

REP. # OFF. # SALESMAN #

BUYER NAME MEDIA PLACEMENT

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6258673

CLASS: NATL. LOCAL REGIONAL

PRDCT DEFND JUSTICE FR POLT EST#1545 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT16/12 OCT22/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE JUL31/12 09.06

REP: NEW ORDER  
TTL \$38,650 @27X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
DEFEND JUSTICE FROM POLITICS

LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END :SPTS: WEEK : DAYS :TOTL:  
:LINE#: : : : : : : DATE : DATE : /WK: INVT : :SPTS:

AGENCY ADVERTISER CODE = 361 AGENCY EST# = 1545  
AGENCY PRODUCT CODE = 379

1 1135P-1237A 30 \$800.00 10/19 10/19 1 FRI 1

PROGRAM : TONITE SHW-NBC<  
CON COM1: TONITE SHW-NBC<

2 500P-530P 30 \$1,500.00 10/19 10/19 1 FRI 1

PROGRAM : NWSCH8 AT 5P  
CON COM1: NWSCH8 AT 5P

3 600P-630P 30 \$2,000.00 10/19 10/19 1 FRI 1

PROGRAM : NWSCH  
CON COM1: NWSCH

NOV 01 2012

8/6/12 #CC (63)

REP HEADLINE# 6258673  
 \*\*\* ORIGINAL REV#0 \*\*\*

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 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 JUL31/12 09.0  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,250.00	10/19	10/19	1		FRI	1
5			700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30	30		\$1,500.00	10/19	10/19	1		FRI	1
6			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/19	10/19	1		FRI	1
7			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,500.00	10/22	10/22	1		MON	1
8			1135P-1237A PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC	30		\$800.00	10/22	10/22	1		MON	1
9			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,500.00	10/22	10/22	1		MON	1
10			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/22	10/22	1		MON	1
11			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,500.00	10/20	10/20	1		SAT	1
12			700A-900A PROGRAM : AVG. ALL WKS CON COM1: AVG. ALL WKS	30		\$650.00	10/20	10/20	2		SAT	2

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			900A-1000A PROGRAM : NWSCH8 SAT-AM CON COM1: NWSCH8 SAT-AM	30		\$500.00	10/20	10/20	1		SAT	1
14			900A-1000A PROGRAM : NWSCH8 SUN-AM CON COM1: NWSCH8 SUN-AM	30		\$450.00	10/21	10/21	1		SUN	1
15			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,500.00	10/18	10/18	1		THU	1
16			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$800.00	10/18	10/18	1		THU	1
17			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,500.00	10/18	10/18	1		THU	1
18			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/18	10/18	1		THU	1
19			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,500.00	10/16	10/16	1		TUE	1
20			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,500.00	10/16	10/16	1		TUE	1
21			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/16	10/16	1		TUE	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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22			500P-530P	30		\$1,500.00	10/17	10/17	1		WED	1
PROGRAM : NWSCH8 AT 5P												
CON COM1: NWSCH8 AT 5P												

23			600P-630P	30		\$2,000.00	10/17	10/17	1		WED	1
PROGRAM : NWSCH												
CON COM1: NWSCH												

24			600A-700A	30		\$1,250.00	10/17	10/17	1		WED	1
PROGRAM : NC8 TODAY@6AM												
CON COM1: NC8 TODAY@6AM												

25			700P-730P	30		\$1,500.00	10/17	10/17	1		WED	1
PROGRAM : ENT TONIGHT 30												
CON COM1: ENT TONIGHT 30												

26			700A-900A	30		\$1,400.00	10/17	10/17	1		WED	1
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												

OCT/12 38650.00 CONTRACT TOTAL 38650.00  
 TOTAL SPOTS 27

MARKET TOTALS \$647,950 WFLA 19% WFTS 24% WTSP 20% WTVT 19% WTOG 4% WTTA 3% WMOR 8%  
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ACCURATE  
 SVC- NSI  
 DEMOS- RA35+\*

New Media Firm, The  
1322 G Street SE  
Washington DC 20003

Defend Justice From Politics/ Issue  
Submission Number 699 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Defend Justice From Politics/ Issue	Submission Cost:	38650	Campaign Ref:	E:120731121
Buyer:	..	Client/Product/Estimate:	361 /379 /1545	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/15/12 to 10/28/12	Weeks:	2	Order Ref:	06258673
Est./PO Number:	06258673	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Product:	Defend Justice From Politics	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			38650

Ref	Sales Product Details	Rate	Spot Type	10/16	10/22	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...F..	800	30 Comme	Nbr of Spots	1	1	800
2	M-F 5p News ...F..	1500	30 Comme	Nbr of Spots	1	1	1500
3	M-F 6p News ...F..	2000	30 Comme	Nbr of Spots	1	1	2000
4	M-F 6a News ...F..	1250	30 Comme	Nbr of Spots	1	1	1250
5	M-F 7p News ...F..	1500	30 Comme	Nbr of Spots	1	1	1500
6	M-F 7a Today Show ...F..	1400	30 Comme	Nbr of Spots	1	1	1400
7	M-Su 11p News M.....	2500	30 Comme	Nbr of Spots	1	1	2500
	M-F 1135p ET / 1035p CT Tonight						
Weekly Totals: Total Spots(Ord Spots)				23	4	27	

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Schedule Dates:	10/15/12 to 10/28/12	Weeks:	2	Order Ref:	06258673
Est./PO Number:	06258673	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
8	Show M.....	800	30 Comme	Nbr of Spots	1	1	800
9	M-F 530p News M.....	1500	30 Comme	Nbr of Spots	1	1	1500
10	M-F 7a Today Show M.....	1400	30 Comme	Nbr of Spots	1	1	1400
11	M-Su 11p News .....S.	2500	30 Comme	Nbr of Spots	1	1	2500
12	Sat 7a Today Show .....S.	650	30 Comme	Nbr of Spots	2	2	1300
13	Sat 9a News .....S.	500	30 Comme	Nbr of Spots	1	1	500
14	Sun 9a News .....S.	450	30 Comme	Nbr of Spots	1	1	450
15	M-Su 11p News .....T.	2500	30 Comme	Nbr of Spots	1	1	2500
16	M-F 1135p ET / 1035p CT Tonight Show .....T.	800	30 Comme	Nbr of Spots	1	1	800
17	M-F 530p News .....T.	1500	30 Comme	Nbr of Spots	1	1	1500
18	M-F 7a Today Show	1400	30	Nbr of Spots	1	1	1400
Weekly Totals: Total Spots(Ord Spots)				23	4	27	

New Media Firm, The  
1322 G Street SE  
Washington DC 20003

**Defend Justice From Politics/ Issue**  
Submission Number 699 Issue 1



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P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b> Defend Justice From Politics/ Issue	<b>Submission Cost:</b> 38650	<b>Campaign Ref:</b> E:120731121
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 361 /379 /1545	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/15/12 to 10/28/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06258673
<b>Est./PO Number:</b> 06258673	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
19	M-Su 11p News ..T....	2500	30 Comme	1		1	2500
20	M-F 530p News .T.....	1500	30 Comme	1		1	1500
21	M-F 7a Today Show .T.....	1400	30 Comme	1		1	1400
22	M-F 5p News ..W....	1500	30 Comme	1		1	1500
23	M-F 6p News ..W....	2000	30 Comme	1		1	2000
24	M-F 6a News ..W....	1250	30 Comme	1		1	1250
25	M-F 7p News ..W....	1500	30 Comme	1		1	1500
26	M-F 7a Today Show ..W....	1400	30 Comme	1		1	1400
<b>Weekly Totals: Total Spots(Ord Spots)</b>				23	4	27	

Grand Totals

Totals	10/15	Month 10 Weeks: 4	10/22
Spots	27	23	4

		Month 10 Weeks: 4	
	Totals	10/15	10/22
Cost	38650	32450	6200

Grand Totals:

Spots:	27
Gross Total:	38,650.00
Commission:	5,797.50
Net Total:	32,852.50



## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, The New Media Firm  
do hereby request station time concerning the following issue:

Defend Justice From Politics

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

This broadcast time will be used by: Defend Justice From Politics

**Does the programming (in whole or in part) communicate “a message relating to any political matter of national importance?”**

☐ Yes
 ☐ No

NAB Form PB-17 Issues

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Defend Justice From Politics, Inc., 8131 Vineland Avenue, PMB #168, Orlando, FL 32821

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Elizabeth Hernandez - President and Treasurer

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

7/23/12

Date



Signature



Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

34365  
New Media Firm, The  
1322 G Street SE  
WASHINGTON DC 20003

REP\_: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV\_: Defend Justice From Politics  
PROD: Defnd Jstce Fr Polt

2012  
INVOICE DATE 10/28/12  
ORDER TYPE Political  
WFLA I SS  
E:120731121  
WFLA  
INVOICE NUMBER 0100033228  
PAGE 1  
BROADCAST MONTH 10/01/2012 - 10/28/12  
SCHEDULE DATES  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 361 /379 /1545  
Desc: 06258673

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 1135p ET / 1035p CT Tonigh	800.00	1	1	10/19	FR	12:20A	30 TV103X12212H :30 Commercial	800.00	
M-F 5p News	1500.00	2	1	10/19	FR	05:23P	30 TV103X12212H :30 Commercial	1500.00	
M-F 6p News	2000.00	3	1	10/19	FR	06:13P	30 TV103X12212H :30 Commercial	2000.00	
M-F 6a News	1250.00	4	1	10/19	FR	06:57A	30 TV103X12212H :30 Commercial	1250.00	
M-F 7p News	1500.00	5	1	10/19	FR	07:10P	30 TV103X12212H :30 Commercial	1500.00	
M-F 7a Today Show	1400.00	6	1	10/19	FR	07:22A	30 TV103X12212H :30 Commercial	1400.00	
M-Su 11p News	2500.00	7	1	10/22	MO	11:17P	30 TV103X12212H :30 Commercial	2500.00	
M-F 1135p ET / 1035p CT Tonigh	800.00	8	1	10/22	MO	11:47P	30 TV103X12212H :30 Commercial	800.00	
M-F 530p News	1500.00	9	1	10/22	MO	05:56P	30 TV103X12212H :30 Commercial	1500.00	
M-F 7a Today Show	1400.00	10	1	10/22	MO	08:26A	30 TV103X12212H :30 Commercial	1400.00	
M-Su 11p News	2500.00	11	1	10/20	SA	11:11P	30 TV103X12212H :30 Commercial	2500.00	
Sat 7a Today Show	650.00	12	2	10/20	SA	07:28A	30 TV103X12212H :30 Commercial	650.00	
Sat 9a News	500.00	13	1	10/20	SA	09:23A	30 TV103X12212H :30 Commercial	500.00	
Sun 9a News							30 TV103X12212H :30 Commercial		

\*\*\* Continued \*\*\*

PERIOD COST	38,650.00	27 Total Units		Debits	.00
		ACTUAL GROSS BILLING	38,650.00	Credits	.00
		AGENCY COMMISSION	5,797.50	SUB-TOTALS	.00
		NET DUE	32,852.50	TOTAL RECONCILING	.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER Defend Justice From Politics  
PRODUCT Defnd Jstce Fr Polt

INVOICE NUMBER 0100033228  
BROADCAST MONTH 10/01/2012 - 10/28/12  
AMOUNT DUE 32,852.50

REMIT TO:

\*00210

000034365  
New Media Firm, The  
1322 G Street SE  
WASHINGTON DC 20003

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400700020 00000000034365 00000100033228 003285250 1



# WFLA-TV

## A MEDIA GENERAL STATION

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Tele (813) 288-8888  
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### INVOICE / AFFIDAVIT

34365  
New Media Firm, The  
1322 G Street SE  
WASHINGTON DC 20003

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Defend Justice From Politics  
PROD: Defnd Jstce Fr Polt

2012  
INVOICE DATE 10/28/12 E:120731121  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033228  
PAGE 2  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/15/12-10/28/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 361 /379 /1545  
Desc: 06258673

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH	M/G FOR PRODUCT DESCRIPTION	PRICE
M-Su 11p News	450.00	14	1	10/21	SU	09:59A	30	TV103X12212H	450.00
						*WFLA		:30 Commercial	
M-F 1135p ET / 1035p CT Tonight	2500.00	15	1	10/18	TH	11:29P	30	TV103X12212H	2500.00
						*WFLA		:30 Commercial	
M-F 530p News	800.00	16	1	10/18	TH	11:59P	30	TV103X12212H	800.00
						*WFLA		:30 Commercial	
M-F 7a Today Show	1500.00	17	1	10/18	TH	05:56P	30	TV103X12212H	1500.00
						*WFLA		:30 Commercial	
M-F 7a Today Show	1400.00	18	1	10/18	TH	08:57A	30	TV103X12212H	1400.00
						*WFLA		:30 Commercial	
M-Su 11p News	2500.00	19	1	10/16	TU	11:18P	30	TV103X12212H	2500.00
						*WFLA		:30 Commercial	
M-F 530p News	1500.00	20	1	10/16	TU	05:43P	30	TV103X12212H	1500.00
						*WFLA		:30 Commercial	
M-F 7a Today Show	1400.00	21	1	10/16	TU	07:59A	30	TV103X12212H	1400.00
						*WFLA		:30 Commercial	
M-F 5p News	1500.00	22	1	10/17	WE	05:23P	30	TV103X12212H	1500.00
						*WFLA		:30 Commercial	
M-F 6p News	2000.00	23	1	10/17	WE	06:10P	30	TV103X12212H	2000.00
						*WFLA		:30 Commercial	
M-F 6a News	1250.00	24	1	10/17	WE	06:43A	30	TV103X12212H	1250.00
						*WFLA		:30 Commercial	
M-F 7p News	1500.00	25	1	10/17	WE	07:10P	30	TV103X12212H	1500.00
						*WFLA		:30 Commercial	
M-F 7a Today Show	1400.00	26	1	10/17	WE	08:49A	30	TV103X12212H	1400.00
						*WFLA		:30 Commercial	
Total Airtime Gross Spot Revenue:				38,650.00					

PERIOD COST	38,650.00	27 Total Units		Debits		.00
		ACTUAL GROSS BILLING		Credits		.00
		AGENCY COMMISSION		TOTAL RECONCILING		.00
		NET DUE				

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